The Dun & Bradstreet Corporation

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**News**

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# NEW BUSINESS INCORPORATIONS RECORD MODERATE DECLINE

NEW YORK, Nov. 10--New business incorporations in August decreased 3.7 percent to 52,554 from 54,587 in August 1985, according to The Dun & Bradstreet Corporation.

In the first eight months of 1986, new incorporations totaled 470,920, an increase of 5.2 percent over the 447,519 new incorporations in the same period in 1985.

"From a geographical perspective, the number of new incorporations declined in virtually every region of the country. However, the year-to-date figures are still running ahead of last year, indicating that entrepreneurs continue to be optimistic about the future," said Joseph W. Duncan, corporate economist and chief statistician of The Dun & Bradstreet Corporation.

Of the 39 states reporting year-to-date increases in the first eight months of 1986, 14 had gains of more than 10 percent. Significant increases in new incorporations occurred in Connecticut, up 44.6 percent

to 8,673; North Dakota, up 17.6 percent to 662; and Pennsylvania, up 15.6 percent to 13,612. The states recording the sharpest losses were Alaska, down 24.5 percent; South Carolina, down 20.1 percent; and Illinois, down 17.9 percent.

Seven of the nation's nine U.S. Bureau of the Census regions reported year-to-year increases in new incorporations for the first eight months of 1986. The largest regional gains were in New England, up 19.1 percent; the Middle Atlantic, up 8.7 percent; and the Pacific, up 7.7 percent. The only regions to decline were the West South Central and East North Central, down 2.6 percent and 1.7 percent, respectively.

Month of August

Compared with year-ago levels, nine states registered decreases of more than 10 percent in August. The states with the greatest declines were New Hampshire, down 61.6 percent to 103; Alaska, down 33.3 percent to 110; and Utah, down 30.2 percent to 233. Of the 25 states reporting annual increases, significant gains were reported in West Virginia, up 26.0 percent; Arizona, up 25.9 percent; and Louisiana, up 25.2 percent.

Eight of the nation's nine U.S. Bureau of the Census regions recorded decreases in new incorporations over the comparable 1985 period. The largest drops were in the East North Central states, down 10.9 percent, and the New England states, down 5.6 percent. The only region to increase was the East South Central, up 0.7 percent.

Florida reported the largest number of new incorporations in August with 5,972, followed by New York with 5,466; California with 5,329; and Texas with 2,917. On a percentage basis, new incorporations in Florida were unchanged, while they declined in New York, down 5.9 percent; California, down 4.6 percent; and Texas, down 17.5 percent.

On a seasonally adjusted basis, 55,672 new incorporations were recorded in August, a slight increase over the 55,644 reported in August 1985.

The Dun & Bradstreet Corporation is the world's largest marketer of business information and services, with worldwide revenue of nearly $2.8 billion in 1985.

(See Attached Tables)

## NEW BUSINESS INCORPORATIONS BY STATES AND GEOGRAPHIC REGIONS
(Not Seasonally Adjusted)

| | Aug. 1986 | July 1986 | % Change July 1986 Aug. 1986 | Aug. 1985 | % Change Aug. 1985 Aug. 1986 | -Total Eight Months- 1986 | 1985 | % Change 8 Months '85-'86 |
|---|---|---|---|---|---|---|---|---|
| NEW ENGLAND | 2,995 E | 3,012 | -0.6 | 3,173 | -5.6 | 28,278 E | 23,751 | 19.1 |
| Maine | 242 E | 247 | -2.0 | 187 | 29.4 | 2,062 E | 1,680 | 22.7 |
| New Hampshire | 103 | 387 | -73.4 | 268 | -61.6 | 2,599 | 2,277 | 14.1 |
| Vermont | 139 | 173 | -19.7 | 116 | 19.8 | 1,215 | 1,147 | 5.9 |
| Massachusetts | 1,262 | 1,442 | -12.5 | 1,281 | -1.5 | 11,384 | 10,611 | 7.3 |
| Connecticut | 978 | 480 | 103.8 | 1,079 | -9.4 | 8,673 | 6,000 | 44.6 |
| Rhode Island | 271 | 283 | -4.2 | 242 | 12.0 | 2,345 | 2,036 | 15.2 |
| MIDDLE ATLANTIC | 9,447 | 10,538 | -10.4 | 9,708 | -2.7 | 87,583 | 80,574 | 8.7 |
| New York | 5,466 | 5,829 | -6.2 | 5,811 | -5.9 | 51,350 | 48,631 | 5.6 |
| New Jersey | 2,476 | 2,975 | -16.8 | 2,431 | 1.9 | 22,621 | 20,169 | 12.2 |
| Pennsylvania | 1,505 | 1,734 | -13.2 | 1,466 | 2.7 | 13,612 | 11,774 | 15.6 |
| EAST NORTH CENTRAL | 6,441 | 7,159 R | -10.0 | 7,228 | -10.9 | 58,738 | 59,727 | -1.7 |
| Ohio | 1,379 | 1,751 | -21.2 | 1,507 | -8.5 | 12,776 | 11,700 | 9.2 |
| Indiana | 768 | 878 R | -12.5 | 786 | -2.3 | 7,128 | 6,440 | 10.7 |
| Illinois | 2,089 | 2,238 | -6.7 | 2,807 | -25.6 | 18,878 | 23,002 | -17.9 |
| Michigan | 1,680 | 1,759 | -4.5 | 1,634 | 2.8 | 15,453 | 14,221 | 8.7 |
| Wisconsin | 525 | 533 | -1.5 | 494 | 6.3 | 4,503 | 4,364 | 3.2 |
| WEST NORTH CENTRAL | 2,493 | 2,804 | -11.1 | 2,500 | -0.3 | 22,737 | 21,812 | 4.2 |
| Minnesota | 691 | 768 | -10.0 | 717 | -3.6 | 6,497 | 6,045 | 7.5 |
| Iowa | 289 | 421 | -31.4 | 279 | 3.6 | 2,929 | 2,763 | 6.0 |
| Missouri | 818 | 902 | -9.3 | 811 | 0.9 | 7,293 | 6,811 | 7.1 |
| North Dakota | 67 | 82 | -18.3 | 70 | -4.3 | 662 | 563 | 17.6 |
| South Dakota | 69 | 64 | 7.8 | 60 | 15.0 | 667 | 618 | 7.9 |
| Nebraska | 215 | 204 | 5.4 | 194 | 10.8 | 1,788 | 1,805 | -0.9 |
| Kansas | 344 | 363 | -5.2 | 369 | -6.8 | 2,901 | 3,207 | -9.5 |
| SOUTH ATLANTIC | 13,610 E | 15,329 E | -11.2 | 13,802 E | -1.4 | 119,372 ER | 112,770 | 5.9 |
| Maryland | 1,151 | 1,491 | -22.8 | 1,180 | -2.5 | 10,592 | 9,370 | 13.0 |
| Delaware | 2,342 | 2,460 | -4.8 | 2,311 | 1.3 | 18,898 | 17,601 | 7.4 |
| Washington, DC | 186 E | 186 E | 0.0 | 170 E | 9.4 | 1,503 E | 1,451 | 3.6 |
| Virginia | 1,235 | 1,441 | -14.3 | 1,350 | -8.5 | 11,296 | 10,027 | 12.7 |
| West Virginia | 252 | 248 | 1.6 | 200 | 26.0 | 1,653 | 1,597 | 3.5 |
| North Carolina | 954 | 1,049 | -9.1 | 968 | -1.4 | 8,489 | 7,812 | 8.7 |
| South Carolina | 459 | 537 | -14.5 | 620 | -26.0 | 4,220 | 5,281 | -20.1 |
| Georgia | 1,059 | 1,625 | -34.8 | 1,031 | 2.7 | 11,858 | 11,865 | -0.1 |
| Florida | 5,972 | 6,292 | -5.1 | 5,972 | 0.0 | 50,863 R | 47,766 | 6.5 |

NEW BUSINESS INCORPORATIONS BY STATES AND GEOGRAPHIC REGIONS
(Not Seasonally Adjusted)

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|---|---|---|---|---|---|---|---|---|
| EAST SOUTH CENTRAL | 2,141 | 2,247 R | -4.7 | 2,126 E | 0.7 | 18,050 | 17,363 | 4.0 |
| Kentucky | 595 | 620 | -4.0 | 627 | -5.1 | 5,213 | 5,339 | -2.4 |
| Tennessee | 783 | 747 R | 4.8 | 772 | 1.4 | 6,252 | 5,727 | 9.2 |
| Alabama | 514 | 608 | -15.5 | 473 | 8.7 | 4,690 | 4,160 | 12.7 |
| Mississippi | 249 | 272 | -8.5 | 254 E | -2.0 | 1,895 | 2,137 | -11.3 |
| WEST SOUTH CENTRAL | 4,888 | 5,389 | -9.3 | 5,044 E | -3.1 | 44,033 | 45,222 | -2.6 |
| Arkansas | 462 | 443 | 4.3 | 452 | 2.2 | 4,111 | 3,696 | 11.2 |
| Oklahoma | 640 | 684 | -6.4 | 363 E | 76.3 | 5,268 | 5,258 | 0.2 |
| Louisiana | 869 | 1,068 | -18.6 | 694 | 25.2 | 8,213 | 8,156 | 0.7 |
| Texas | 2,917 | 3,194 | -8.7 | 3,535 | -17.5 | 26,441 | 28,112 | -5.9 |
| MOUNTAIN | 3,626 | 3,972 | -8.7 | 3,712 | -2.3 | 33,181 | 31,588 | 5.0 |
| Montana | 100 | 12 | 733.3 | 140 | -28.6 | 973 | 946 | 2.9 |
| Idaho | 122 | 131 | -6.9 | 111 | 9.9 | 1,229 | 1,124 | 9.3 |
| Wyoming | 82 | 60 | 36.7 | 77 | 6.5 | 636 | 726 | -12.4 |
| Colorado | 1,150 | 1,254 | -8.3 | 1,266 | -9.2 | 10,791 | 9,721 | 11.0 |
| New Mexico | 184 | 194 | -5.2 | 252 | -27.0 | 1,643 | 1,955 | -16.0 |
| Arizona | 1,012 | 1,107 | -8.6 | 804 | 25.9 | 9,082 | 8,785 | 3.4 |
| Utah | 233 | 370 | -37.0 | 334 | -30.2 | 2,686 | 2,508 | 7.1 |
| Nevada | 743 | 844 | -12.0 | 728 | 2.1 | 6,141 | 5,823 | 5.5 |
| PACIFIC | 6,913 E | 8,148 E | -15.2 | 7,294 | -5.2 | 58,948 R | 54,712 | 7.7 |
| Alaska | 110 | 169 | -34.9 | 165 | -33.3 | 1,184 | 1,569 | -24.5 |
| Washington | 722 | 781 | -7.6 | 714 | 1.1 | 6,630 | 6,256 | 6.0 |
| Oregon | 514 | 553 | -7.1 | 572 | -10.1 | 4,951 | 4,756 | 4.1 |
| California | 5,329 E | 6,404 E | -16.8 | 5,585 | -4.6 | 44,276 | 40,092 | 10.4 |
| Hawaii | 238 E | 241 E | -1.2 | 258 | -7.8 | 1,907 R | 2,039 | -6.5 |
| TOTAL U. S. (unadjusted) | 52,554 E-P | 58,598 E-R | -10.3 | 54,587 ER | -3.7 | 470,920 ER | 447,519 | 5.2 |
| TOTAL U.S. (seasonally adjusted) | 55,672 P | 57,789 P | -3.7 | 55,644 R | .0 | | | |

E = Estimated - California provided estimated figures for July & August on 10/6/86.
P = Preliminary

Source: Economic Analysis Department, The Dun & Bradstreet Corporation.
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